

To communicate to students and parents about the *Learn and Earn* and EARN grant programs, Easley recently announced a local and statewide outreach effort targeted at students, parents and teachers. The Governor has asked the school superintendents to work with distance learning coordinators and communications directors in their districts to develop local outreach and communication plans and to begin implementing their plans by mid-August. Statewide communications efforts include a new *Learn and Earn* web site, television and online advertising, videos for teachers and guidance counselors to share with students in their schools, a hotline for educators and the launch of the new *Learn and Earn* Ambassador program in which students and *Learn and Earn* graduates will travel to middle and high schools in their community to promote the programs. Public Service Announcements started to air this week while other efforts will begin in the coming weeks and continue through the fall and spring.

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